

# **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



90  
2F21  
Warren

F A M I N E C A M P A I G N R O U N D U P

"Conservation" Is The Word

Hard-headed, day-to-day attention to the rules of food conservation is the surest way to lift the ugly face of famine throughout the world.

Food-saving, principally by avoiding waste, is the way Americans can make the most food available for the world's hungry and starving people.

This vital fact cannot be repeated too often.

Behind it lies this reasoning: American farmers are already producing to the hilt. Home gardens are planted, or being planted, at a wartime rate, if not better.

However, in their homes alone in 1945, Americans wasted more food than this country shipped abroad. These are the figures:

It is estimated that Americans wasted an average of 7.5 percent of America's total food production in their homes alone during last year. This compares with shipment abroad during the year of 7 percent of the nation's total food production.

\* \* \* \*

WHAT'S AHEAD IN FOOD SUPPLIES

Secretary of Agriculture Anderson has made a mid-June estimate of prospective supplies for major food commodities during the 12 months starting July 1.

The estimates, necessarily tentative for many foods, were made for the benefit of farmers, food distributors, and foreign countries in making their 1946-47 plans.

On the basis of these estimates, U.S. civilians may get slightly less meat, poultry, eggs, wheat products, dried fruits, and dry peas during the next 12 months; about the same quantities of fats and oils and dry beans; more canned fruits and vegetables and their juices.

\* \* \* \*

#### WHEAT PRODUCTION ESTIMATE SLIGHTLY HIGHER

An increase of 7 million bushels is indicated in all wheat production since the June 1 report of the Department of Agriculture. Indicated production as of June 14, is 1,033 million bushels compared with the earlier estimate of 1,026 million bushels.

An increase of 34 million bushels in winter wheat production offset the indicated decrease of 27 million bushels in the spring wheat crop. Winter wheat production is now estimated at 809 million bushels, and spring wheat at 224 million bushels.

Texas, Oklahoma, Kansas and Nebraska production prospects improved primarily because of favorable conditions for filling of wheat heads and for harvesting of early fields.

Heaviest declines in spring wheat production were in Montana and the Dakotas, where dry weather prevailed until mid-June.

This report was based on probable production in 18 of the more important wheat-producing States, producing about 86 percent of the winter wheat and 96 percent of the spring wheat. June 1 reports for the other States were combined with this report to show indicated production of all wheat as of June 14.

\* \* \* \*

#### FOOD LEADERS CALL FOR LONG-RANGE PLAN

A long-range plan to distribute the world's food more efficiently was called for recently by Secretary Clinton Anderson and Director General Sir John Orr of the United Nations Food and Agriculture Organization.

"It will be a crime against humanity if we don't use surpluses systematically to relieve chronic malnutrition and build up reserves against famine," declared Sir John, when the two men were interviewed in a nation-wide broadcast over NBC.

Unless we plan the world's food distribution better, said Secretary Anderson, we may once again return to the chaos of the early 1930's.

"In those days," he continued, "we had to worry about surpluses. Prices collapsed. Farmers went broke. They burned surplus corn in this country just as they burned surplus coffee in Brazil. And yet all over the world there were hungry people who didn't have the dollars to buy food. It could happen again -- surpluses in some countries and hunger in others . . .

"Two-thirds of the world's people are chronically undernourished!"

Sir John expressed the conviction that there's little hope of getting nations of the world to cooperate on anything if they won't cooperate on a world food plan.

\* \* \* \*

"The real concern of governments is not the delineation of boundaries," he pointed out, "but the welfare of the people they govern."

Anderson emphasized that whether we again have ruinous surpluses in this country will depend upon two things: (1) America's ability to maintain full employment and good purchasing power, and (2) the ability of the nations to "bring food needs and food surpluses together on a world-wide basis."

Sir John said that the only way to solve the twin problems of famine and surplus is to hold over surpluses from one year to the next -- to "develop some sort of world 'food bank', or an 'ever-normal granary' system as insurance against famine in any part of the world."

\* \* \* \* \*

#### GOVERNMENT ACTIONS

Government measures related to famine relief this week included:

- (1) Three special mid-month crop estimates will be issued by the Department this summer, to keep a close watch on America's growing grain. The first, June 20 (giving wheat prospects as of June 15); the second, July 22 (giving wheat prospects as of July 14); and the third, August 21 (showing August 15 prospects). Regular monthly reports are issued on the 10th of each month showing crop estimates up until the first.
- (2) An amendment to WFO 144, issued June 19, provides that all "excess" wheat which a merchandiser or country shipper has on hand as of the close of market each week shall be offered for sale or delivery to Commodity Credit Corporation before noon of the following Monday. (Wheat in excess applies to wheat in excess of the quantity needed by a merchandiser or country shipper to make delivery on export sales, or on domestic sales supported by contracts.)

The amendment also requires that no trucker merchant shall delivery set-aside wheat to a grain elevator for storage or for any other purpose unless, within 15 days of delivery, the wheat is sold to an elevator, merchandiser, miller or other processor. These buyers, in turn, must set aside half of the wheat for delivery to the CCC in the form of wheat or flour as may be directed by CCC.

Beginning in July 1946, the order also increases the quantity of wheat that food manufacturers may use in the manufacture of edible products for domestic human consumption from 75 to 85 percent of the average monthly quantity they used in 1945.

- (3) The Interstate Commerce Commission ordered railroads to give priority to orders for empty cars to country elevators for delivery of grain to terminal elevators.

\* \* \* \*

UNRRA REPORTS

- \*\*\* The battle against the locust plague in Sardinia, now in its seventh week, appears to be favoring the crop defenders. One handicap is the inability of the malaria-weakened volunteer workers, existing on meager pre-harvest rations, to overcome the prolonged strain of engaging endless columns of the pests.
- \*\*\* Greece will have 36,000 tons of wheat available for June, compared with 66,000 tons in April and 50,000 tons in May. Average caloric rations in Greece are slightly more than 1,500 daily of which 733 comes from local sources and the rest from UNRRA distribution. Training schools are being established in Greece by UNRRA to teach Greeks how to use the farm machinery imported under UNRRA. Emphasis is being placed on practical operation so that farmers can give maximum aid in stepping-up Greek food production.
- \*\*\* In Byelorussia, USSR, the present hog population is indicated 10 percent of prewar; cattle, 30 to 35 percent; and sheep and goats, 25 percent. Flax, the republic's only vegetable oil crop, this year has an acreage 30 percent of prewar.
- \*\*\* Up to May 1, over 12,000 tons of seeds have been shipped to Poland and Czechoslovakia as part of UNRRA's rehabilitation program. Seeds shipped to Poland included a variety of vegetables, dwarf Essex rape, dried beans, spring wheat, and field peas. Czechoslovakia received mostly legumes and hay seeds, seed potatoes, buckwheat, maizo, and also a variety of vegetable seeds.
- \*\*\* The first 120,000 tons of Argentina grain donations to UNRRA and most of the 100,000-ton contribution to Italy is expected to have cleared from Argentina ports or be in the process of loading by June 15. Truck shortage is delaying the movement of the country's grain to portside.
- \*\*\* The Czechoslovakian food minister has stated that his country would need 150,000 tons of bread grains from all sources between now and harvesttime. He reported that practically 90 percent of the population was on strict rationing and black market activities were negligible. Average caloric intake was estimated at 1,800 of which UNRRA foodstuffs contributed 200 calories.
- Czechoslovakia has contributed 2,000 metric tons of sugar to UNRRA, which has been allocated to Yugoslavia, Austria, Greece and Albania.
- \*\*\* Ten teams of UNRRA medical workers studying the school-age Italian children find that though they have been saved until now from starvation they are not getting enough food to grow as they would normally. About 90 percent of the children are in one way or another underdeveloped. Twelve-year-old children are the size of eight-year-olds and fourteen-year-olds soon to be about eleven, based on prewar standards.
- Deaths of children from tuberculosis have increased 66 percent in the last year, and studies made in six Italian cities show that deaths from the disease have nearly doubled recently. Tests indicate that 23 percent more children are susceptible than were in previous years because of lowered diets.

TRANSPORTATION IN BRIEF

Highlights of the transportation situation are:

\*\*\* Boxcar supply tight throughout the country. However, enough cars are getting into the Northwest to move grain which is in the area. Loadings of grain and grain products for the week ending June 8 were 43,506 cars, an increase of 10 percent over the previous week, but 17 percent under a year ago.

Original June target on ship loadings was 121. As of June 18, 68 ships had sailed and 26 were loading. Augurs well for exceeding the goal.

\*\*\* Refrigerator carloadings continue at record highs. Car supply has tightened up considerably, some shortages reported in California where movement of potatoes and cantaloups has been heavier than expected. Will continue heavy for the next month.

Movement of tomatoes from East Texas has passed its peak. Will get under way from North Texas next week.

Georgia peaches are moving in volume.

Total perishable loadings for week ending June 8 were 33,751 cars — only 70 cars under the previous week.

\*\*\* Cars for moving cattle no problem since livestock loadings are relatively light.

: NEWS DEVELOPMENTS :

John Strachey, England's new Food Minister, said June 16 it was "highly probable" that bread would be rationed in Britain.

"I say to the whole world that this country cannot give a greater proof of its international good faith than by preparing to ration its own bread," Strachey said.

He also commented that America is doing its part in sending wheat overseas, stating that "at this moment there are idle flour mills and bread queues in American cities" because of the amount of wheat this country is sending to starving Nations.

Strachey also will tour Canada, making food talks, and will attend the International Emergency Food Council in the United States. About his country, he said:

"We as a Nation are only eating about 7 percent less food than we did before the war. Richer people are getting considerably less food than they used to get, while many poorer people are actually getting more... but there is a limit to what Britain can do to help starving peoples, and that limit has undoubtedly been reached at the point at which we have to make all preparations for bread rationing."

\* \* \* \*

Here is a brief of a report John Strohm sent to the OHIO FARMER from Warsaw:

Poland is scraping the bottom of its food barrel. Its people are offering farmers \$14 a bushel of wheat -- and getting none.

In some villages they've had no bread for 2 months. They're feeding small children on potatoes and water three times a day.

Poland is a farming country -- nearly 70 percent of its people are peasants, small farmers who own an average of only 15 acres of land. But before the land can be put into profitable production, large resettlement problems must be solved.

Potatoes grown by hand are keeping millions of Poles alive. Farmers are living in holes in the ground -- together with their pigs and chickens, if they have any left.

Grain which should have gone into the ground went into hungry mouths instead -- one reason why probably more land will lie idle in Poland than in any other single country in the world this year.

UNRRA has a program calling for 11,000 tractors and 135,000 horses for Poland. They have received 12,000 horses and 4,000 tractors, not enough to meet the need, since the country lost 2 million horses and 5 million head of cattle. But the people's faith in American and in UNRRA's help remains undimmed.

Polish farmers may again pull themselves out of a hole. Their national anthem, written in times of other adversity, is "Poland Will Rise Again!"

Municipal workers in Japan threatened to strike if their demands for food allotments, special holidays, and abolition of the labor income tax were not met. Demonstrators of the Cooperative Democratic Party criticized the cabinet's recent statement on the food problem, asserting it failed to provide measures for improving rice collections or liberalizing rationing.

The cabinet statement said the food situation was not desperate, but recommended that the government give farmers necessary production materials and an increase in prices.

\* \* \* \*

On June 17, Brazil made 65,000 tons of rice and 65,000 tons of corn available for immediate shipment to world starvation areas.

General Scarceka Portela, president of the central supply commission of Brazil, said the measure was a direct result of former-President Herbert Hoover's visit here last week.

An unexpected "windfall" of food had been found in northern Brazil, Portela said, where the harvest on Cassava was proving exceptionally good.

\* \* \* \*

### CONSERVATION HOW-TO-DO-IT'S

"Save and the world eats with us - hoard and we eat alone - garden and we all have more." This simple slogan sums up the objects of the Greenwich, Conn., volunteer food conservation committee, composed of 32 civic agencies.

Miss Burnice E. Fussell, nutritionist and one of the committee's "guiding lights" said: "Our great aim is to demonstrate that effective conservation does not mean starving one day and eating normally another, nor does it entail losing weight and becoming weak and emaciated...We want people to switch intelligently from scarce to plentiful foods, and do this consistently day in and day out."

Grocers, restaurateurs, and utility companies are cooperating by displaying food charts, distributing bulletins and menus to customers, and advertising in the city's papers. Housewives are apparently thinking along the right direction from the number of questions received about planning meals. The message is really "getting into every kitchen."

\* \* \* \*

Convinced that the saving of a great many lives depends on American home-makers, the Georgia Power Company runs a food column "Share Your Food With the Starving." Contained in it are suggestions for saving scarce foodstuffs, and use of plentiful foods. To Southerners who like fried chicken, the parting line is "Serve chicken and other meat shortcakes on half a biscuit. You DON'T need a whole biscuit."

\* \* \* \*

Attached to an L&N dining car menu is a tactful note to the patrons:

"We, in cooperation with the Famine Emergency Committee program for feeding the starving people of the world, are endeavoring to conserve on the use of oil and wheat. We are required to offer the same portions as during February 1 to April 10, 1943. However, the usual portion of bread will be served to you only if you request it."

\* \* \* \*

The National Grocery Stores in Memphis, Tenn., have this message tucked in a corner of their ad: "Don't Waste. Millions of people are starving all over the world. Their only salvation is the food we send them. We are not asked to sacrifice -- only to share. Don't waste a crumb...save food to save a life!"

\* \* \* \*

Colonial Stores in Raleigh, N.C., insert a message from the Production and Marketing Administration of USDA including: "Great use of potatoes, instead of bread and wheat products, will permit shipment of more wheat to famine-stricken countries." And Birmingham, Ala., Hill Stores caution: "Let Them Eat Bread! If we eat more potatoes, we will help put bread on the tables of hungry nations. But serve your potatoes 'with a difference!'" There follows a recipe for potatoes served with a "different" tang.

\* \* \* \*

With the slogan of "Where Kentucky Hospitality Greets You," the Kentucky Hotel in Louisville inserts the following in the center of its dining room menu: "To conform to the Government's request to conserve wheat, no rolls or bread will be placed on tables. Your waitress will gladly bring you these items on request."

\* \* \* \*

Over the slogan, "Save a Slice and Help Save a Life," the Pere Marquette Railway says to its dining car customers, on a table tent:

We are sure you are as anxious as we are to help save the hungry, starving peoples of the war-torn areas of the world.

This can be done if we all do our share in this emergency.

The superintendent of this railway's dining car service also reports a complete revision of its menus, eliminating fried foods and salad oils, serving no crackers with soup, etc. Cereal and bread use has been cut in half.

- - -

In Detroit, Stouffers is using the following table tent message:

WHEAT - FAT - OIL

"...be economical in the use of these products," is the plea of the Famine Emergency Committee.

We at Stouffer's are already supporting this program. We're helping in each way that we can -- by using more soya flour, more open-crust pies, more golden dressings. Too, we'll keep an eagle eye on any possible waste in our kitchens.

Of course, all cooperation in the Food Conservation Program is voluntary. Yet, we believe you, and most everyone, will want to lend his support. The little each of us can do will help the over-all picture.

- - -

The table tent message from Hotel Fort Shelby, Detroit:

To our guests. . .

In cooperation with the U. S. Department of Agriculture and the Famine Emergency Committee -- which seek to preserve wheat -- our usual tempting varieties and generous servings of bread, toast, and rolls have been reduced to a minimum.

We are sure that our guests will fully understand and appreciate the necessity of this measure as a humane move to help provide essential food products to the impoverished peoples in war-ravished countries...Thank you.

For many weeks Schrafft's has been devoting the entire back page of its menus to a famine message. Its new menus emphasize the elimination of food waste, the use of fresh fruits and vegetables, particularly potatoes, and that customers "make the most of home gardens."

: \_\_\_\_\_ :  
: ACTION :  
: \_\_\_\_\_ :

THE WOMEN

The Birmingham, Ala., Electric Home Economics Department conducts group meetings daily to stress food conservation in the famine emergency. The Model Kitchen of the Air, conducted over WAPI by a member of the Home Economists, carries a daily message on conserving and sharing food.

\* \* \* \*

Milwaukee's group of Home Economists in Business report that four members are serving on the nutrition committee for the Famine Emergency Council of Milwaukee County. Six articles on famine have been written for the Women's Page of the Milwaukee Journal.

Three members contact large groups of women and distribute famine material. In the daily food demonstrations of the Milwaukee Gas Company, salad dressings with little or no oil are featured, along with desserts with little or no wheat flour, fat, and sugar.

\* \* \* \*

Detroit members of the Home Economists in Business, having diversified positions in their business life, are able to carry the famine emergency program to the public in a positive manner.

Ruth Graham Gorrell of the Detroit Times said: "In our editorial columns we have tried to give the public recipes and information helping them to make substitutions for the critical foods."

Jean McBride of the Detroit News Test Kitchen demonstrates dishes and plans menus to save critical foods, in a series of ten 2-hour cooking classes.

Freida Barth of the Michigan Consolidated Gas Company promoted a speech to the county nutrition committee on the use of oatmeal, cornmeal, and potatoes to substitute for bread. She also reported that Lee Smits, the company news commentator, radio-spotted "Information About Emergency Flour," "Increased Use of Potatoes and Catme 1," "Saving of Bread," and "Fats and Oils Salvage."

Kay Koperec of the Detroit News reported a four-article series on "Share the Food Program" run once a week in the daily.

Jane Payne of the Detroit Edison Company gave information to the public on food conservation by radio announcements, cooking classes, and mailing timely food-saving recipes.

\* \* \* \*

Mrs. LaFell Dickenson, President of General Federation of Women's Clubs devoted much of her opening speech at the National Convention in Chicago this week to the importance of continued cooperation in the Famine Relief program.

\* \* \* \*

The need for greater cooperation in the Famine Relief Program continues to be emphasized in the monthly publication of the National Council of Negro Women. Mrs. Mary Bethune, President, reported on the food rally for African Famine Relief staged in Madison Square Garden recently. USDA has been asked to assist in preparing a program on the world food situation and to participate on a food panel at the national convention, to be held in Washington early in November.

\* \* \* \*

Gladys Talbott Edwards, Director of Education, National Farmers Union, reprinted the pledge suggested by USDA "My Personal Pledge to Save Food," in the May 15 issue of the Union's paper. Much space is devoted to impressing her rural readers with the urgency of the famine relief program.

\* \* \* \*

The May issue of "Action," bulletin of the National League of Women Voters, urges cooperation in the Famine Emergency Program, stating: "Now we each have a chance to take a hand in building the peace. Every victory garden, every slice of bread saved, every pie not made, every extra luxury not eaten, helps. Individually our efforts may not seem to amount to much; added to those of 100 million other Americans they can mean everything. One gigantic cooperative push will do the trick."

\* \* \* \*

#### Plentiful Foods

With potatoes continuing more plentiful than ever, peaches are on the way into the abundant food column. (Information sheet on peaches attached.) CONSUMER TIME (NBC Sats. 12:15 p.m. EDST June 29) will be devoted to potatoes; peaches will be featured July 13.

#### Victory Gardens and Home Food Preservation

July 15-22 has been designated as National Home Food Preservation Week, with attention focused on the necessity of home canning and preservation of food supplies for the coming winter months. Famine committees, women's organizations, service organizations, newspapers, radio stations, department

stores, public utility companies have been notified of this plan, and many have already pledged their cooperation. A special CONSUMER TIME show on Community Canning is set for July 6.

In announcing Food Preservation Week, Secretary Anderson said:

"The immediate problem that faces a war-torn world is food. Food spells peace and democracy....That is why I am appealing to the women of America for a repeat performance of their war food preservation record....The women of America know how to meet emergencies....And I'm sure they will come through with flying colors."

\* \* \* \*

#### Famine Emergency Committee

Although Mr. Hoover will not make his formal report to FEC until June 24, upon his return from South America he told newspaper reporters that he had gotten those countries to reduce their imports from the United States and to increase their exports to foreign countries. Courtney C. Brown has been named a member of the FEC, replacing Eugene Moyer, who has been appointed President of the Bank of International Reconstruction and Development. Other members of the Committee are: Mr. Hoover, Honorary Chairman; Chester C. Davis, Chairman; James W. Young, William I. Myers, Sheldon Clark, Clarence Francis, George Gallup, Henry R. Luce, Miss Anna Lord Strauss, Mrs. LaFell Dickinson, Justin Miller, and Eric Johnston.

\* \* \* \*

The Skouras Theaters in New York have agreed to show "Seeds of Destiny" on their screens. It's an Army picture showing how the Nazis set out to rule by starving children; we'll over-rule by feeding them.

\* \* \* \*

#### Red Cross

In cooperation with the Home Food Preservation Program, the American Red Cross is inaugurating a special campaign on "Neighborhood Canning Bees."

A special kit is being prepared by the Nutrition Service to be distributed to some 3,000 local Red Cross Chapters, which points out the importance of home canning this year, and gives chapters a concrete plan to guide them in originating local canning activities. Red Cross Chapters are urged, before proceeding with local canning activities, to clear plans with the Department of Agriculture State and county offices and to lend full support to Community Canning and Garden Centers. The Red Cross will give full publicity to the program.

The Nutrition Service of Red Cross is already actively engaged in the promotion of home food preservation and New York City Chapter has opened a canning center.

\* \* \* \*

Local Initiative

California. Got wide play on the film, "Our Children," by turning it over to the Fox West Coast Theater chain for distribution throughout the State.

New Jersey. In Trenton, the mayor offered services of the police in making a house-to-house canvass to distribute famine material and plug conservation of food. Some radio stations featured famine relief on local quiz shows.

Maine. Here's a tip for States with resort areas. The Maine Development commission urges summer camps in the State to practice maximum food conservation. Camps were sent bulletins highlighting facts of famine.

Massachusetts distributes the Famine Campaign Roundup to members of the Massachusetts Agriculture Program Board, county assistants, county agricultural agents, county home demonstration agents, the governor's production and conservation committee, vocational agricultural schools, religious organizations, county program managers, and women's organizations.

Virginia is pushing the all-important conservation theme with follow-up letters to mayors, and development of a "block system" in the towns. Members of committees are made responsible for getting the facts of famine to residents in their blocks.

Alabama. Like many other States, Alabama is now urging the use of potatoes to save bread. Spud facts were included in letters to 1,900 cafés, all mayors of towns with more than 2,500 population, and large chain groceries.

Missouri, like Connecticut, isn't forgetting the necessity of hitting the conservation theme at all times. County managers are reported working closely with food committees in the towns, thereby getting support of such committees in publicizing food saving. Kansas City famine workers are driving hard to get eating places to serve no bread or other wheat products except on request. Several leading hotels have agreed. A St. Louis Retail Store association has appropriated \$2,500 for full-page ads urging conservation of food. A mass meeting is planned which would include skits by nationality groups in native customs. Theme of the skits: Food needs of the nations concerned.

Kansas has contacted mayors of all cities over 2,500 population to work out plans made with Red Cross to continue the conservation drive.

Utah's Labor Branch is pushing the conservation theme among Mexican workers.

North Dakota is also pushing potatoes as wheat alternate. One merchant said, cryptically: "I'll push spuds until peoples' eyes pop out."

Idaho. Ada County's Famine Committee is looking to the future. In planning its immediate campaign activities, foundations were laid for a famine program to last at least a year, or as long as the emergency lasts.

New Mexico. In a famine display, one church laid out examples of the kind of food the hungry and starving are now getting. These included potato peelings, moldy bread, and the like.

Texas makes continuing study of county reports, and whenever a county manager indicates there are difficulties, a representative of the State office goes out to lend him a hand.

Minnesota. Schools of one county featured famine speakers at final spring exercises.

New Jersey. As a result of a meeting with Prof. Albert Einstein at Princeton, a leaflet has been developed for display through the State. According to the New Jersey State office, "copies will be forwarded to Washington, and will be available for reprinting by any other States interested."

#### Large-City Committees

Several fill-in releases are in preparation to meet current questions on the food situation and food conservation program. These use the question-and-answer method and should be effective in getting greater individual support for the conservation phases of the program.

Chicago: Mrs. Clifton Utley, Chairman of the Women's Division, reported that her committee had contacted 4,227 individual clubs and organizations having an average attendance of 60 at each meeting (or approximately 253,620 in the groups reached.) This fine work was accomplished by a committee of 31 women over an intensive 3-week period.

Louisville, Ky.: This committee, under the leadership of Chairman Paul Tafel, is carrying on an aggressive promotional plan during June. Each phase of the program, such as "Bill board and Advertising Space," "Restaurant Hotel and Club," "Collection," "Newspaper and Radio," etc., is headed by a separate committee chairman, and special days of the month are set aside on which to feature one part. Arrangements have been made to run the film "Our Children" in 18 of the leading theaters throughout the area. "Bread is Life" posters have been distributed as well as "The Pledge of the American Housewife." Full-page famine ads were scheduled for insertion in the two Louisville dailies.

Milwaukee, Wisc.: Campaign Director Ben Barkin submitted a picture of a very colorful, effective window display used by the Boston Store in Milwaukee. It featured "The Four Horsemen of the Apocalypse" riding across the horizon of the world, and noted that the most dreaded rider of the group is "Famine." Also submitted was an attractive carcard printed by the Milwaukee County Famine Emergency Committee, which is being placed in every streetcar and bus. The Milwaukee group is now stressing plentiful foods, especially potatoes.

Montgomery, Ala. — Chairman James W. Brettman reports these highlights of the local FEC program:

- (1) Newspapers have printed all famine releases and covered local committee activities.
- (2) Theaters are showing famine emergency shorts.
- (3) Radio stations are giving daily coverage.
- (4) Eating places have reduced amount of bread served and are displaying famine messages.
- (5) Every home has received copies of a conservation bulletin — 15,000 distributed by school children and 20,000 by white and colored Boy Scouts.
- (6) Pastors have spoken to their congregations and offered special prayers.
- (7) Luncheon clubs have given up bread in response to letters from the committee.
- (8) The Boy Scouts have distributed and posted in downtown office buildings 200 copies of the President's Famine Message poster.
- (9) Letters requesting cooperation and suggestions have been sent to all wholesale and retail grocers in the city.
- (10) Advertisers in local papers have run the famine slogan with their daily ads.
- (11) Maxwell Field's Women's Clubs have had programs on the famine theme. One club served a luncheon minus all scarce foods. Copies of the menu were then distributed and given prominent notice in the local press.
- (12) The committee is laying plans for stimulating a garden program when the season permits.

Omaha — Mrs. Bessie R. Saxton, Chairman, reports that a local co-ordinating committee representing 36 Omaha groups has been organized. Among the activities planned are (1) A 1,000 calorie luncheon served canteen style; (2) personal letters to Omaha ministers asking that they devote a Sunday sermon to conservation; (3) a Red Cross mobile canteen will serve European-diet "handouts" on street corners to publicize the need for food saving and relief abroad. Another feature was a realistic radio program prepared by two young writers, Janet Haggart and John Eni of Allen and Reynolds Company, Omaha, and given on the Nebraska Network in cooperation with the Famine Emergency Committee.

Providence, R. I.: Chairman Walter F. Fitzpatrick, reports a comprehensive program consisting of a collection campaign closing June 29 and a food conservation drive that will go on indefinitely. Mayor Dennis J. Roberts opened the program with a proclamation.

The publicity committee has gotten daily articles in the newspaper and radio stations have given excellent support. Other features of the Providence campaign are:

\*\*\*The city has set aside 75,000 sq. ft. of land for free use of the Victory Garden program. An excellent display downtown by the Providence Gas Co., has helped to promote the idea of Victory Gardens.

\*\*\*Pledges have been made by hotels and restaurants to support the food conservation program. Most menus will carry an appeal for food savings.

\*\*\*Theaters showed a special trailer to approximately 175,000 people in one week. (The cost of making the trailer was assumed by Mr. Edward M. Fay of Fay's Theater.)

\*\*\*A street sign extending across Weybosset Street asks support in the campaign.

\*\*\*A 3-fold school program was undertaken from June 10 to June 14. A pamphlet was sent to every school teacher in Providence asking cooperation in acquainting pupils with the facts about famine, and encouraging the saving of food.

Washington, D. C.: The Camera Club of the MacFarland Junior High School introduced a novel food conservation idea. Snapshots were taken in the cafeteria to show pupils examples of thoughtless waste of food, particularly of sandwiches brought from home. (Sandwiches are not sold in this cafeteria). This school also organized an active program of school councils composed of teachers and students, working with the PTA to stress food conservation. Representatives of two famine countries (Holland and France) addressed the school assembly and PTA on food conditions in those countries.

Indianapolis: Committee is concentrating efforts on all-out educational campaign during June. Junior Leaguers are handling publicity, Boy Scouts distributing posters, merchants placing 50,000 dodgers in hands of patrons, Red Cross arranging for trailers in theaters; a special telephone committee approaching all clubs and organizations on use of

speakers and films; church federations working with churches in supporting activities; labor organizations directing appeals to their members. Special appeals are scheduled as follows: First week, Planting of Famine Gardens; Second week, Consecutive planting of garden produce; Third week, "Lick the Platter Clean;" Fourth week, Preservation of food.

\* \* \* \*

Special Famine Broadcast

Attention: TIME magazine (June 24 issue, page 17) announces a special famine broadcast for Tuesday, June 25, at 8 p.m. (EST) over the Columbia Broadcasting System. As the publisher states "the entire half-hour show will be devoted to a dramatic enactment of the causes and results of famine conditions abroad and what Americans can do about them... All in all, I think that I can promise you one of the most vivid, dramatic broadcasts TIME has ever had anything to do with."

UNITED STATES DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Washington 25, D. C.

June 1946

Fact Sheet on Peaches

Peaches will be plentiful this year. We'll have lots of southern peaches, especially during the latter part of July, and in the Midwestern and Northern States there should be liberal supplies again all during August and particularly in late August and early September.

The crop is expected to be the second largest on record - only 1 percent smaller than the record high production of 1945. The June 1 crop report estimates 1946 peach production to be at 81,065,000 bushels, as compared with 81.6 million bushels in 1945, and a 10-year average of less than 60 million bushels.

Carlot shipments are expected to be about equal to the heavy shipments of last year, and the railroads indicate they will have enough cars and refrigerating facilities to handle them. The crop closer to the consuming centers will move by truck. In the 11 early Southern States, including Texas, Arkansas, Tennessee, Alabama, Georgia, North Carolina and South Carolina, there is expected to be an almost adequate supply of bushel and half-bushel baskets. It is anticipated that there may be some deficits in containers in the North and West.

Bulk of the peach production in the early States (11 Southern States and California) will be harvested in July; in the mid-season States (middle Atlantic States and Central States north of Arkansas and south of Michigan) in August; and in the late States (Michigan, New York, the New England States, Colorado, Utah, Idaho and Washington) in September.

The early States represent the areas of heaviest peach production. The 1946 production is estimated at 38.5 million bushels, exclusive of California clingstones. Georgia and the Carolinas will have a combined production of 15.5 million bushels and Arkansas 2.9 million bushels. California will have an estimated production of 12 million bushels of freestone peaches, plus 20.8 million bushels of clingstones, which are used for commercial processing.

Substantial shipments are expected from Georgia in the latter part of June, with peak shipments during the second and third weeks of July. Peak shipments from Arkansas will coincide with those from Georgia, while those from the Carolinas will occur during the third and fourth weeks of July. Most of the shipments from California will be made during the last part of July and the first part of August.

Shipments of the Georgia and Carolinas peach crop are marketed normally east of the Mississippi River, but this year (as happened last year) some will probably move west of the river and into Canada. Arkansas peaches are marketed largely in neighboring States, with most of California's shipments going to the West Coast States and States west of the Mississippi River.

Midseason States will produce in 1946 an estimated 10.4 million bushels of peaches, as compared with 9.2 million bushels in 1945, and a 10-year average likewise of 9.2 million bushels. These States are close to, or include, centers of population and may not experience the same marketing problems as the other two groups of States. Transportation will be largely by truck. Peak production will be for the most part in August.

The 1946 peach production for the late season States is estimated at 11.3 million bushels, as compared with 12.7 million bushels in 1945 and a 10-year average production of 9.3 million bushels. These peaches will be harvested from about August 24 to September 20, and will be marketed largely in the upper third of the United States.

It will require full cooperation of brokers, the wholesale fruit and vegetable trade, and all retail outlets to keep these peaches moving into the hands of consumers as they come on the market.

Peaches will be one fruit crop that will be plentiful for home and community canning. In areas where home-grown supplies later are expected to be abundant, stress should be laid only on the fresh table use of early shipped-in peaches. Every effort must be made to secure the maximum use of peaches, both fresh and in home canning and community canning. The supply of commercially canned fruits will be insufficient to meet consumer demand during the coming year.

Information concerning the point of peak supplies can be obtained locally from the Market News Office and from State PMA Directors.

Following are pointers from the Bureau of Human Nutrition & Home Economics:

#### Nutritional Note on Peaches

Delicious flavor is reason enough for eating peaches. On the nutritive side, peaches at the peak of ripeness offer a fair amount of vitamin C. In addition, yellow-fleshed peaches are a good source of vitamin A.

#### To Make Good Use Of Peaches

It's hard to beat peaches eaten the simplest ways...out of hand...sliced with cream or top milk...served as a fruit cup alone or with other fruit. Sliced peaches and raspberries or blackberries, for example, are a combination to please both palate and eye.

Keep ripe peaches cool until used. Spread them out to avoid bruising. Let peaches that are a little on the green side ripen at room temperature.

To keep sliced peaches from turning dark and becoming unattractive, either peel just before using, or sprinkle the cut fruit with a little lemon juice.

Go light on sweetenings. To keep the sugar in the sugar bowl, experiment — try a little honey, sirup, or other sweetening on hand.

Use chilled peaches in refreshing salads...halved peaches nesting in crisp lettuce, for example...sometimes with cottage cheese or cream cheese or chopped fruit in the hollow of the peach half. Or combine peaches and other fruits, crisp and cold, and cut in slices or good-sized diced pieces. A fruit salad fits anywhere in a meal: As a starter, with the main course, as a dessert. For a warm-weather lunch or supper, a generous salad plate of a fruit salad...a potato salad...and perhaps carrot strips or some other crisp vegetable...needs no bread. Sliced peaches and cottage cheese are another good salad combination.

When serving fruit salads, be fat-thrifty. A small measure of table fat or mild-flavored drippings provides enough fat in a cooked dressing. Cream that sours in hot weather can be turned to account. As a fat in homemade dressings, it is particularly good with fruit.

If peach shortcake is made with a biscuit dough, use half a biscuit to a serving, and conserve flour—instead of building a double-decker dessert. Or let a substantial shortcake do duty as a main part of a lunch or supper, and provide all the bread for the meal.

Some people prefer shortcake made with sponge cake, which has the advantage this year of using no fat and very little wheat flour.

For a super summer dessert, make peach melba by putting a scoopful of vanilla ice cream into the hollow of a peach half...pour a little raspberry syrup on top...add a few chopped nuts. Or, let sliced peaches or peach sauce top a serving of ice cream to make a sundae.

Three points on peach preparation:

1. For easy peeling, dip peaches in boiling water a minute or two, then quickly into cold water. Skins will slip easily.
2. A pinch of salt brings out flavor in cooked fruit.
3. Serve cooked peaches hot to enjoy the fullest flavor and sweetness.

With stewed peaches try a dash of spice, cinnamon, perhaps, or clove buds.

#### "Putting Up" The Peaches

Peaches are successfully "put up" by a variety of home methods, and the peach products may be used many ways in good meals.

Peaches chosen for home and community canning, freezing, drying, or preserves should be table-ripe, firm, and perfect. The pink blush on many varieties of peaches tells little about quality. Background color shows ripeness. When processes call for table-ripe fruit, choose peaches with yellow or yellow-white ground — not green — and put up the fruit promptly.

Softer fruits, if sound, are good for peach butter or jam. Slightly underripe peaches make the best pickles.

#### Home-Canning -- First Choice For Many Homemakers

Peaches are easy to can — they are safely canned in a boiling-water-bath canner. No steam pressure canner is needed. One bushel of peaches will yield about 18 to 24 quarts.

An average of 1 pound of sugar to 4 quarts of finished fruit is still the guide for home canning, in order to stretch limited sugar supplies to put up the most fruit. Sugar for home canning this year is obtained by cashing spare ration stamp No. 9, which is good for 5 pounds for this purpose through October 31, 1946. One additional stamp for 5 pounds or less is expected to be made good later in the canning season.

To stretch sugar in home canning, light-colored corn syrup may replace up to one-third of the sugar, or mild-flavored honey up to one-half. Strong-flavored sirups or brown sugar or molasses should not be used.

Sugar is not required to keep canned fruit from spoiling, but it is important for holding flavor, as well as texture and color. In an emergency a home canner can save fruit from wasting by putting up some without sugar, for use in salads or tart mixtures, or to be sweetened at serving if sugar from the family ration is available.

### Freezing Peaches

For the family that has a home freezer or access to frozen storage locker space, freezing is a particularly good way to keep peaches. State experiment stations can advise on peach varieties from their regions, suited to freezing.

One bushel of peaches, allowing for discards, yields about 38 pounds of frozen fruit. Peaches are best packed in a sugar sirup made in the proportion of 3 cups of sugar to 4 cups of water. It takes about 3 gallons of sirup for 1 bushel of medium-sized peaches.

To prevent peaches from darkening, either citric acid or ascorbic acid (vitamin C) is effective. Either may be bought at most drug stores. Up-to-date directions for home freezing of fruits tell how to use. . .

### Home Drying

Peaches are successfully dried in the oven; in a dehydrator; and in dry and sunny climates, out in the sun. Home drying requires no sugar, but some sweetening is generally wanted when dried fruit is served.

### Peach Spreads And Pickles

If some canning sugar is used for sweet spreads, sugar thus used goes farthest in fruit butter, because the fruit pulp boils down and concentrates the natural sugar in the fruit. One pound of sugar will sweeten about 3 pints of peach butter.

In jam and preserves, which ordinarily call for equal parts by weight of sugar and fruit, using three-fourths as much sugar is satisfactory. With this, 1 pound of sugar sweetens about 1-1/2 to 2 pints of jam.

Pickles come last, since they generally use as much sugar as spreads, and the spreads can replace table fat when served with breads.

### Community Food Preservation Centers

Many homemakers will be able to use canning equipment at food preservation centers established through the country.

Besides canning done for a family, many people give time to can in groups for school lunches, hospitals, and other community needs, particularly where growers can cooperate by donating suitable fruit.

For information about starting or using a local food preservation center, ask the Extension Service representatives; the State Department of Education at the State capital; or the State Director, Production and Marketing Administration, U. S. Department of Agriculture (generally located at State Land-Grant College).

### Publications

For free, dependable directions on home food preservation methods ask the local nutrition committee, home demonstration agent, or State Agricultural College. Or order the following free bulletins from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.:

Home Canning of Fruits and Vegetables — AWI-93

Home Freezing of Fruits and Vegetables — AIS-48

Oven Drying — AWI-59

Home-made Jellies, Jams, and Preserves — Farmers' Bulletin 1800

Richmond, Virginia, U. S. A. 1957